(b) The sponsorhsip of programmes produced by outsiders is finalised by the concerned producer. The producer of the approved programme informs Doordarshan about the details of the sponsers. The contracts are normally placed by one of the advertising agnecies representing all the advertises who are sponsoring that programme. However, Doordarshan has a fixed rate for sponsorship as per time categories and this is not negotiable.

(c) No, Sir. Time slot for an outside produced serial is intimated to the producer by Doordarshan on which basis the producer fixes the sponsorhip. But the feature films and and other programme like: Chitrahaar' have fixed timing and the sponsors of these programmes put in their contracts for the programme of their liking.

(d) The present rate for sponsorship of one episode of 'Uttar Ramayan' is Rs. 1.25 lakhs and that for 'Mahabharat' is Rs. 2·50 lakhs. The sponsors are given prescribed free commercial time to advertise their products.

Grant of licence for production of Vanaspati in Cooperative Sector

1354. SHRI CHIMANBHAI MEHTA : Will the Minister of FOOD AND CIVIL SUPLIES be pleased to state :

(a) whether it is a fact that licence for production of Vanaspati is reserved for co-operative sector;

(b) whether any exception has been made during the last three years; if so, the details thereof; and

(c) whether Zorawar Vanaspati Unit in Rajasthan, holds 90 per cent private investment and yet they were given licnece by Government; if so, the detials thereof ?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD AND CIVIL SUPPLIES (SHRI SUKH RAM): (a) No Sir. The existing policy for grant of new licences envisages the following priorities :

(i) Cooperative of Oilseeds Growers, Agro Industries, Ex-Servicemen Cooperatives, SC and ST Cooperatives;

(ii) Public Sector/Joint Sector; and

(iii) Private Sector.

(b) No, Sir.

(c) Rajashtan State Industrial Development Corporation Ltd., Jaipur was issued a Letter of Intent in the Joint Sector with the stipulation that they will hold a minimum of 26 per cent share capital.

Telecast of TV Serial Mahabharat

1355. SHRI CHIMANBHAI MEHTA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that timing for telecast of TV serial Mahabharat serial is being changed causing incovenience to views and public;

(b) whether it is a fact that millions of observers are watching T.V. around 9.00 a.m. on Sunday, and whether the proposed change is being done after making survey of public opinon; and

(c) whether it is a fact that public prefer 15 or 30 minutes advance in timing for serial and immediately to be followed by discovery of India ?

THE MINISTER OF STATE THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. K. TEWARY) : (a) to (c) Telecast of the serial 'Mahabharat' has been changed from